

Station	WPGH-TV PITTSBURGH, PA	Agency	() CROSSROADS MEDIA LLC	Rep Firm	
Advertiser	() POLITICAL ISSUE GROU		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() WASHINGTON
Product	AMERICAN CROSSROADS		ALEXANDRIA, VA 22314	Salesperson	() KATHRYN SARDINSKY
Estimate#	1317	Agency C/P1/P2/E	//1317		
Buyer	STEPHANIE MARONEY	Flight Dates	10/31/2012 - 11/05/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

EMAILED ORDER DO NOT DBL BOOK *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/31-11/02	10P-1030P	LATE NEWS	:30	\$1,500.00	W-F	3	1	3	\$4,500.00
2	11/02-11/02	8P-9P	TOUCH	:30	\$1,100.00	F	1	1	1	\$1,100.00
3	10/31-11/01	8P-10P	X-FACTOR	:30	\$4,500.00	W-TH	1	1	1	\$4,500.00

---REPORT TOTALS---

Report Totals: 5 / \$10,100.00

---SALES MONTHLY TOTALS---

Nov 12: 5 / \$10,100.00
Sales Totals: 5 / \$10,100.00
Station Totals: 5 / \$10,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$144,286	CABL	0%	KDKA	0%	UNKN	93%	WPCW	0%	WPGH	7%
		WPMY	0%	WPXI	0%	WTAE	0%				

Books null
Demos RA35+

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